

In the Claims

1. An advertising device comprising:
 - a bumper sticker assembly having a first side that is semi-resistant to adhesives and a second side having an adhesive applied thereto;
 - an insulation assembly having a flexible, planar insulation member and a panel of release material coupled thereto; and
 - said bumper sticker assembly releasably coupled to said release material, and wherein said insulation assembly may be removed from said bumper sticker assembly.
2. The advertising device of Claim 1, wherein said insulation member is divided into a tab portion and a body portion, and wherein each said portion may be removed from said sheet independent of the other said portion.
3. The advertising device of Claim 2, wherein:
 - said tab portion is disposed along one said short side and where said tab portion has a length that is substantially shorter than the length of said body portion;
 - said bumper sticker assembly having a first side that is semi-resistant to adhesives; and
 - whereby said tab portion of said insulation member may be removed thereby creating an exposed strip of said adhesive and said bumper sticker assembly may be wrapped so that said strip may be temporarily coupled to said bumper sticker assembly first side, thereby creating a hollow cylinder.
4. The advertising device of Claim 3, wherein said body portion may be removed from said bumper sticker assembly, thereby exposing said adhesive and whereby said bumper sticker assembly may be coupled to a surface by said adhesive.
5. The advertising device of Claim 4, wherein:
 - said bumper sticker assembly includes a sheet and an adhesive;
 - said sheet having a first side and a second side; and

said sheet first side having an indicia printed thereon, and said second side having said adhesive applied thereto.

6. The advertising device of Claim 5, wherein said indicia is offset on said first side towards said tab portion, whereby a landing is created on said first side for said exposed strip to be coupled to.

7. The advertising device of Claim 4, wherein:
 said bumper sticker assembly and said insulation assembly are each generally rectangular having two generally parallel long sides and two generally parallel short sides; and

 said bumper sticker assembly and said insulation assembly each measure between about 9.5 x 2.75 inches and 10.5 x 4 inches.

8. The advertising device of Claim 4, wherein said bumper sticker assembly and said insulation assembly each measure about 3.75 x 10 inches.

9. The advertising device of Claim 8, wherein said tab portion has a length of about 0.5 inch inch.

10. The advertising device of Claim 4, wherein said insulation member is made from a polyethylene foam.

11. The advertising device of Claim 1, wherein:
 said bumper sticker assembly and said insulation assembly are each generally rectangular having two generally parallel long sides and two generally parallel short sides; and
 said sheet and said insulation assembly each measure between about 9.5 x 2.75 inches and 10.5 x 4 inches.

12. The advertising device of Claim 11, wherein said sheet and said insulation assembly each measure about 3.75 x 10 inches.

13. The advertising device of Claim 12, wherein said insulation member is made from a polyethylene foam.

14. A method of using an advertising device comprising the steps of:

- a) providing an advertising device comprising a bumper sticker assembly having a sheet with a first side and a second side, said first side having an indicia printed thereon, and said second side having an adhesive applied thereto, an insulation assembly having a flexible, planar insulation member and a panel of release material coupled thereto; said insulation assembly divided into a body portion and a tab portion, said tab portion disposed adjacent to one side on said insulation assembly, said sheet second side coupled to said release material, and wherein each said portion of said insulation assembly may be removed from said sheet;
- b) removing said tab portion of said insulating material thereby creating an exposed strip of adhesive;
- c) wrapping said advertising device around a container and securing the exposed strip of adhesive to said sheet first side;
- d) detaching said exposed adhesive portion from said first side;
- e) generally flattening said advertising device;
- f) removing the body portion of said insulating material; and
- g) attaching said advertising device to a surface.

15. The method of using an advertising device of Claim 14 wherein, prior to said step of generally flattening said advertising device, said method comprises the step of wrapping said advertising device around a different container and securing the exposed strip of adhesive to said sheet first side.

16. The method of using an advertising device of Claim 14 wherein, prior to said step of generally flattening said advertising device, said method comprises the step of removing said exposed strip.